



the
cottage
journal

2022 MEDIA KIT

hm
hoffmanmedia



OVERVIEW

Print

Total Distribution 200,000

Frequency 5x

Digital

Average Monthly Page Views 206,257

E-Newsletter Subscribers 41,134

Social   

Total Following 571,666

Facebook 91,017

Instagram 437,044

Pinterest 43,605



Sources - Print: Publisher's 2021 Statement of Ownership; Digital and Social: Google Analytics, as of September 2021.



AUDIENCE



[OWN THEIR HOME]

94.3%



[FEMALE]

96.9%



[AVERAGE AGE]

62.1 Years



[MARRIED]

77.7%



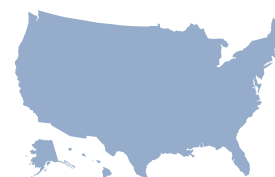
[RETIRED]

69.1%



[AVERAGE HHI]

\$139,000



SOUTH 40%

WEST 19%

MIDWEST 26%

NORTHEAST 25%

the cottage[®] journal **READER STATISTICS**



93% have taken an action as a result of reading the publication



Loyal and Engaged

88% say it's their favorite magazine/top 3

87% save the magazine for future reference

40% visited an advertiser's website



Hobbies and Activities

82% read for pleasure

81% are gardening

62% participated in outdoor activities in the last 12 months



In the Home

98% gain inspiration from magazines when decorating or remodeling

85% decorated their home in the past 12 months

85% are willing to pay more for quality products



Love to Travel

2.4 vacations per year

76% stayed in a hotel

6.2 nights away per trip





2022 EDITORIAL CALENDAR

Spring

Materials Due 11/16 | On Sale 2/8

Summer

Materials Due 1/19 | On Sale 4/12

Autumn

Materials Due 4/19 | On Sale 7/12

Christmas

Materials Due 8/11 | On Sale 11/1

Winter 2023

Materials Due 9/27 | On Sale 12/13

In addition to regular issues, *The Cottage Journal* offers special-issue publications, including *Country Cottage*, *French Cottage*, *Vintage Cottage*, *Autumn Cottage*, *Holiday Home*, *Country Cottage Christmas*, and *Southern Cottage*.



Inspiration abounds in the pages of *The Cottage Journal* magazine, with welcoming cottages distinguished by uniquely clever designs from across the United States and Canada. With the beauty of the changing seasons as our guide, every issue offers inviting cottage-style home tours filled with fresh decorating inspiration that ranges from contemporary to traditional. We'll cover everything from charming exteriors to private retreats—and give you a collection of fresh style ideas for relaxed cottage living at home for winter, spring, summer, autumn, and Christmas.

Whether you use the expertise of an interior designer or decorate your own home, you'll find inspiring ideas on every page, packed with personal style. From high-end luxuries to flea market finds, you'll discover how homeowners surround themselves with pieces that tell a story. Treasured family pieces bring joy to young and old. Not to mention, they are a novel attraction when visitors come calling, adding conversation starters and a sense of pride. Glean fresh ideas from the pages of *The Cottage Journal* that'll inspire a new collection or perhaps offer a new way to display your heirloom antiques and vintage keepsakes.

In addition to stunning home tours, each issue will focus on the special details that make your house a home, including creative tablescapes and entertaining spaces both inside and out. Whether your style leans more rustic or elegant, your cottage kitchen is the perfect place to cook up inspiring timeless designs. Meanwhile, the lure of Mother Nature is at the center of our garden features. Varying from chic windowsill arrangements to delightful cottage gardens, the gorgeous photography filled with nature's colorful offerings is sure to inspire. Each issue also highlights unique artists and artisans who add their talents to home-related goods whether for garden or indoor display.

Each issue is loaded with seasonal decorating ideas, and our gorgeous annual Christmas issue is sure to add sparkle to your holiday trimming pursuits! From season to season, a passion for home dwells within these pages. Welcome to *The Cottage Journal* magazine!

Sincerely,

Editor, *The Cottage Journal*



PRINT MARKETING

The Cottage Journal was crafted to allow readers to slow down, unplug, and escape without distraction. Turning the pages is an experience readers can feel in the weight and texture of the paper in their hands and see in the compelling images and clean design.

Success is due to a loyal, trusting readership confident the publication will deliver every time. Combined with a commitment to a **30/70 ad-to-edit ratio**, it creates a targeted, expected environment for advertising.

Advertising Rates

Cover 2, Page 1 \$20,160

Spread \$16,800

Cover 4 \$13,200

Full Page \$9,600

2/3 Page \$7,680

1/2 Page \$6,240

1/3 Page \$4,800

1/4 Page \$3,720

Ad Specs

Trim Size 7.875" x 10.5"

Full Page 8.125" x 10.75"

(bleed only)

2/3 Page 4.375" x 9.375"

1/2 Page (H) 6.875" x 4.625"

1/3 Page (SQ) 4.5" x 4.625"

1/3 Page (V) 2.1875" x 9.375"

1/4 Page 3.375" x 4.625"

Digital Editions

All advertisements run on digital editions at no additional charge.

Option to include a hyperlink to direct readers to advertiser website.

Business Reply Card, Polybag, and Inserts

Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.





THE COTTAGE JOURNAL **STYLE CORNER**

The editors of *The Cottage Journal* have launched a special marketplace section to answer the most common question asked by readers: **What are your favorite products?**

It's no secret readers are constantly on the hunt for hidden gems and new finds. This new section will appear in each issue and feature up to two pages of beautiful, must-have products perfect for *The Cottage Journal* enthusiasts. This special section provides higher impact to our product partners.

Space in each issue is limited, guaranteeing your latest product is front and center for a targeted, engaged audience in your ideal demographic.

RATE \$900	SIZE 1/4 page
RATE \$1,620	SIZE 1/2 page

Extend your reach with digital and social media placements

Discounts available with purchase of a full year

Written by the editors of
The Cottage Journal, digital
placements allow content to travel
to meet readers in the right place,
through the right platform, at the right
moment on their journey.

ADVERTISING PLACEMENTS

- Advertiser logo
- 3+ images
- Links to advertiser website
- 300–500 words
- Option to embed video

- 300x250 px ad
- Link to advertiser website
- GIF or JPEG accepted

[BLOG POST VIA HOME PAGE]

[E-NEWSLETTER AD]



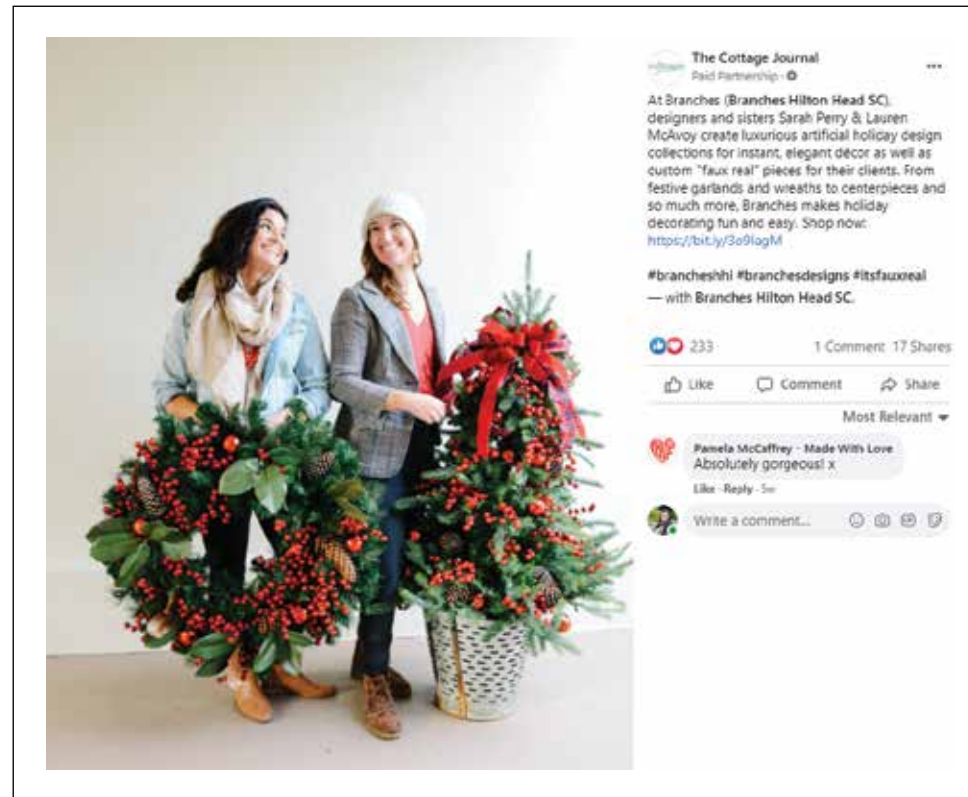
[SPONSORED E-NEWSLETTER]



[INSTAGRAM]



[PINTEREST]



[FACEBOOK]

DIGITAL MARKETING

ADVERTISING PLACEMENTS

Sponsored E-Newsletter

- Advertiser logo
- 3+ images
- Links to advertiser website
- Up to 300 words
- GIF accepted

Facebook

- Single image, series of 2–5 images, or short video
- Link to advertiser website
- Advertiser handle and hashtags

Instagram

- Single image, series of 2–5 images, or long or short form video
- Link to advertiser website in bio
- Advertiser handle and hashtags

Pinterest

- Single image, series of images, or long or short form video
- Link to advertiser website

Additional Opportunities

- Social Media Platform Takeover
- Influencer Network Program
- Reader Sweepstakes

We accept third-party impression and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.



STORYMAKER

Over 35 years, Hoffman Media has learned a thing or two about what works well when it comes to reaching consumers with content that keeps them engaged. With in-house test kitchens, a team of full-time stylists, experienced chefs, photographers, and creative directors, the in-house StoryMaker division allows the company to become an extension of the brand teams it works with and loves. We pride ourselves on the content we create, knowing our end reader has come to expect nothing short of excellence.

Building content is no small task, and leveraging the Hoffman Media StoryMaker team allows for a seamless, turnkey experience.

<https://www.hoffmanmedia.com/storymaker/>

OPPORTUNITIES

Advertorial Content

Photography

Videography

Custom Book Publishing

Co-Op Partnerships

Catalog Development
and Production



SUBMITTED ARTWORK

For submitting Print Advertising:

For print ad creative 10MB or less, send directly to **Kimberly Lewis**, kewis@hoffmanmedia.com. We accept any size file via Dropbox or WeTransfer.

For submitting Digital Advertising:

Creative for social media and digital placements should be directed to **Anna Portante**, aportante@hoffmanmedia.com.

For submitting StoryMaker materials:

Materials for StoryMaker materials and production schedules should be directed to **Lindsay Edmonds**, ledmonds@hoffmanmedia.com.



ADVERTISING CONTACTS

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INFLUENCER PROGRAMS

Leveraging influencers allows us to tap into their creative voice and expertise to create content that is original, unique, and inspiring for your brand.

PROGRAM DETAILS

- Source the right influencers based on the brand's goals and provide our recommendations on which influencers we think are best
- Manage all contracting with the influencers
- Work with the influencers to ideate and concept recipes that inspire their community
- Manage all content development, go-to marketing timing
- The brand is sent all content for review ahead of publishing
- Provide a full result report that captures engagement and reach

HOLIDAY

Gift Guide from our PARTNERS

The hottest gifts to give this season



**Southern Marsh Watson Pile
Sherpa Blanket**

This Christmas, the Watson Pile Sherpa Blanket is just what you need to provide warmth on a crisp winter night while sitting in front of your fireplace sipping on your favorite beverage with family and friends. It's lined and bound with a beautiful, warm brushed twill flannel. Perfect season after season, it's sure to be a cozy addition to your cottage Christmas.

WHERE TO FIND IT: southernmarsh.com

**Spartina 449 Pia Shoulder Bag
in Rhett**

The holiday season often means extra travel. Let the Pia Shoulder Bag in Rhett graciously welcome all your essentials. The roomy linen interior of Spartina's Pia Shoulder Bag features a zip and two slip pockets under its hidden magnetic closure. With its contrasting geometric cadence in black and off-white, you'll feel chic and polished for every holiday gathering. Plus, you can put everything you need in one slender little case. The Slender Case in Rhett hosts a protective suede interior that's just the ticket for eyeglasses, lipstick, and cards. Under the tree or out and about, this bag is a holiday must-have.

WHERE TO FIND IT: spartina449.com



HOLIDAY OPPORTUNITIES

Readers are on the hunt for holiday gifts, recipes, and entertaining inspiration. Capitalize on this busy season with holiday offerings specifically geared to *The Cottage Journal*.

OPPORTUNITIES

- Print advertising in Holiday Gift Guide special section for the Christmas issue (also available for digital audience as a blog post)
- Holiday How-To videos
- Cooperative marketing campaigns with complementary product partners
- Social sweepstakes and gift giveaways
- Q4 Digital bundles, including editorial e-newsletter ads and social posts